

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: AUGUST 1, 2007

COMMITTEE MEMBERS PRESENT: OTHERS PRESENT:

SUPERVISORS	TESSIER	REPRESENTING THE TOURISM DEPARTMENT:
	GABRIELS	KATE JOHNSON, DIRECTOR
	KENNY	LINDA WOHLERS, CREATIVE DIRECTOR
	SHEEHAN	HAL PAYNE, COMMISSIONER OF ADMINISTRATIVE &
	STEC	FISCAL SERVICES
	MERLINO	JOAN SADY, CLERK OF THE BOARD
		SUPERVISOR CAIMANO
COMMITTEE MEMBER ABSENT:		SUPERVISOR CHAMPAGNE
SUPERVISOR	BELDEN	SUPERVISOR GERAGHTY
		SUPERVISOR SOKOL
		FRED AUSTIN, FORT WILLIAM HENRY
		LUISA SHERMAN, WARREN COUNTY COUNCIL OF
		CHAMBERS
		CHARLES FIEGEL, <i>THE POST STAR</i>
		JEREMY SCRIME, SENIOR PROGRAMMER/ANALYST,
		INFORMATION TECHNOLOGY DEPARTMENT
		CHARLENE DiRESTA, LEGISLATIVE OFFICE SPECIALIST

Mr. Tessier called the meeting of the Tourism Committee to order at 10:38 a.m.

Motion was made by Mr. Gabriels, seconded by Mr. Merlino and carried unanimously to approve the minutes of the June 27, 2007 Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Kate Johnson, Tourism Director, who distributed copies of the Agenda to the Committee members; *a copy of the Agenda is on file with the minutes.*

Ms. Johnson apprised that the first action item on the Agenda was a request for a Transfer of Funds in the amount of \$1,609. She added that \$809 would be transferred from the Salaries/Temp/Part-Time code (A.6417 130) and \$800 would be transferred from the Salaries/Sick Leave code (A.6417 140) and she further added, that the total of \$1,609 would be transferred to the Salaries/Overtime code (A.6417 120) to cover the cost of overtime used.

Motion was made Mr. Kenny, seconded by Mr. Merlino and carried unanimously

to forward the request for Transfer of Funds, as outlined above, to the Finance Committee. *A copy of the request for Transfer of Funds is on file with the minutes.*

Ms. Johnson said that the second action item on the Agenda was a request for a Transfer of Funds in the amount of \$2,600 from the Promotion code (A.6417 481) to the Equipment/Other code (A.6417 260) to reflect the purchase of four pull-up displays.

Motion was made Mr. Sheehan, seconded by Mr. Gabriels and carried unanimously to forward the request for Transfer of Funds, as outlined above, to the Finance Committee. *A copy of the request for Transfer of Funds is on file with the minutes.*

Ms. Johnson stated that the third action item on the Agenda was a request to amend the 2007 County budget to increase estimated revenues and appropriations in the amount of \$99,203.50. She added that this was to reflect the receipt of revenue from the Travel Guide Advertisements, the New York State Winter Travel/Ski Guide Coop, the Group Tour Planner and the SYTA (Student Youth Travel Association) Coop Advertisements.

Motion was made by Mr. Gabriels, seconded by Mr. Kenny and carried unanimously to forward the request to amend the 2007 County budget, as outlined above, to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Ms. Johnson apprised that the fourth action item on the Agenda was a request to authorize the submission of an application to the New York State Department of Economic Development for the 'I Love New York' matching funds grant, for the promotion of tourism. She stated that last year they had received \$95,944 from this grant.

Motion was made by Mr. Gabriels, seconded by Mr. Merlino and carried unanimously to authorize the submission of an application to the New York State Department of Economic Development for the 'I Love New York' matching funds grant, for the promotion of tourism. *A copy of the resolution request is on file with the minutes and the necessary resolution was authorized for the August 17, 2007 Board meeting.*

Ms. Johnson expounded that the fifth action item on the Agenda was a request to amend the existing contract with Sawchuk Brown Associates. She added that they would be removing the expense of \$600 per month for the clipping service, which was not being used by the County. She further added that they would be making

a one time payment of \$2,926.55 to reflect the cost of the ice cream promotion service which had not been included in the original contract. She stated that the new contract would commence August 17, 2007 and terminate December 31, 2007, at a cost of \$3,000 monthly for Public Relations plus a one time payment of \$2,926.55 for an annual amount not to exceed \$38,926.55. She added that this amount was \$4,273.45 less than the original contract.

Motion was made by Mr. Sheehan, seconded by Mr. Kenny and carried unanimously to authorized the amendment of the existing contract with Sawchuk Brown Associates, as outlined above. *A copy of the resolution request is on file with the minutes and the necessary resolution was authorized for the August 17, 2007 Board meeting.*

Ms. Johnson expounded that Tanya Brand, Assistant Group Tour/Convention Promoter, had created a handout for the Committee, a copy of which is on file with the minutes. She added that Ms. Brand was doing a good job and would be taking the exam for the Group Tour/Convention Promoter position when it became available.

Ms. Johnson stated that the administration had recently changed in Albany, New York and as a result the 'I Love New York' Department was going through some changes as well. She added that a new advertising agency had been hired and a new summer campaign was in effect.

Ms. Johnson apprised that the *New York Post* was running an advertisement for the Lake George Area entitled 'Get Out of Town', a copy of which is on file with the minutes. She added that the campaign was targeted toward consumers in Toronto, Canada and Manhattan, New York. She further added that the website address was www.iloveny.com/getoutoftown.

Linda Wohlers, Creative Director of Tourism, stated that the 'I Love New York' campaign had not done a summer campaign for New York State. She added that they had decided to do a last minute campaign with specific driving times to known markets. She further added that due to the television commercials, the 'I Love New York' campaign decided to use the Lake George Area in their campaign.

Mr. Tessier gave Ms. Johnson an article that he had found in an unknown magazine which she had read and then passed to each of the Committee members to read. *A copy of the article is on file with the minutes.*

Ms. Wohlers stated that the advertisement entitled "Gettin' Out and About!", a copy of which is on file with the minutes, gave an outlined road trip for tourists

to explore the County's towns and hamlets. She added that the fall brochure took a similar approach in advertising.

Messrs. Sokol and Geraghty entered the meeting at 10:42 a.m.

Ms. Wohlers passed around copies of various advertisements, as well as copies of the envelopes for the fall brochure mailings to the Committee members. *Copies of the materials are on file with the minutes.*

Ms. Wohlers stated that the Tourism Department had prepared a 15 second and a 30 second television commercial for the re-kindle campaign. She played the audio recording from the 30 second television commercial for the Committee. *A copy of the transcribed television commercials is on file with the minutes.* She added that the Tourism Department would be giving away a romantic fall getaway vacation as part of the promotion. Mr. Kenny asked if they had any footage of the lake in the fall and Ms. Wohlers replied affirmatively.

Discussion ensued.

Ms. Wohlers stated that the 'Not Virtual Reality' advertisement was targeted toward group tours. She added that it was possible to take a number of 'virtual' tours online and she said, the advertisement's message was that they were reality, not virtual reality. *A copy of the 'Not Virtual Reality' advertisement is on file with the minutes.*

Ms. Wohlers stated that the 'I Love New York' Winter Guide had an advertisement for the Lake George Area in a foldout of the front cover. She said that the Department had offered premium advertisements to our local businesses which included a large advertisement plus a mention in the editorial and on the cover. She added that the layout of the advertisement gave the impression of one large editorial spread as opposed to a lot of little advertisements on the same page.

Ms. Johnson apprised that the filming for next summer's television commercial would begin soon. Ms. Wohlers stated that they would be having a casting call on Tuesday, August 7, 2007.

Ms. Johnson expounded that there was a pending item on the Agenda pertaining to the proposed rehabilitation of the information center at Exit 17 of I-87. She said that Mr. Belden had written a letter to Ms. Astrid C. Glynn, Commissioner of the New York State Department of Transportation, stating that the renovations should be 100% State funded. Mr. Kenny agreed that the State should fund the project. *A copy of the letter is on file with the minutes.*

Ms. Johnson stated that at noon today she would be at the Stewart's Shop on Bay Road in Queensbury to reveal the winning name in the 'Name the Ice Cream' contest. *Subsequent to the meeting it was announced that the name of the new ice cream flavor would be '32 mile smile'. A copy of the media advisory from Sawchuk Brown Associates is on file with the minutes.*

Luisa Sherman, Warren County Council of Chambers, distributed a copy of a letter which included a calendar of the Council's meetings and an invitation to the Autumn Sunset Cruise, to the Committee members. *A copy of the letter and the invitation are on file with the minutes.*

Ms. Sherman stated that all Supervisors and the Tourism staff were welcome to attend the Autumn Sunset Cruise on Thursday, October 11, 2007. She added that their admission as well as that of a guest would be complimentary. She asked that anyone who was interested in attending should call the Lake George Chamber at 668-5755 by October 1, 2007.

Ms. Sherman apprised that the Warren County Council of Chambers had their elections at the last meeting and she added Larry Stevens would continue to be the Chairperson. She further added that the Council would like to thank the Tourism Department and the Tourism Committee for expediting the production of the smaller posters for the 250th Anniversary of the French and Indian War. She added that they were well received. She apprised that she would be making a trip to New York City at the end of August to stand at the barricade of the Today Show with some reenactors to promote the event. She added that the Fort William Henry had loaned them a van for the trip.

Ms. Sherman stated that there was an upswing in tourism. She added that there was a direct correlation between the areas in which advertising was being targeted and the license plates of the tourist's vehicles. She added that campgrounds across the region were also reporting an upswing in reservations.

Ms. Sherman apprised that the Town of Hague was having a bi-centennial celebration on August 17-18, 2007. She added that the Town of Warrensburg would be having an Adirondack River Front Arts Festival on August 26, 2007. She said the Town of Bolton would be having an Arts and Crafts Festival on August 11-12, 2007. She noted that the Town of Lake George had the Magical Mondays event on Mondays, as well as fireworks at the Fort William Henry on Thursdays at 9:30 p.m. She apprised that the 250th Anniversary of the French and Indian War Surrender Ceremony would be held on August 11, 2007 in the afternoon. She said that the Town of Lake Luzerne would host 'Carefree Sunday Afternoon' music concerts. She stated that the Town of North Warren would have a 'Stitches in

Time' quilting exhibit on August 25, 2007.

Mr. Caimano stated that he was pleased to hear that Ms. Sherman felt that the upswing in tourism was due to the advertising produced by the Tourism Department. Mr. Tessier apprised that tourism used to be based mainly in Lake George and he added, that he was pleased to see that other towns in Warren County were receiving their share of tourists. Ms. Johnson said that Hamilton and Essex Counties were also seeing an upswing in tourism.

Mr. Merlino apprised that for the last few months he had been meeting with the American Canoe and Kayak Association. He added that the Association which had 7,000 members was checking out possible locations for their new headquarters. He said they were currently located in Washington D.C.; however, he noted, they were looking for a new home and Lake Luzerne was one of three locations under consideration. He added that the decision should be final by mid-August. He thanked the Tourism Department for their assistance in this matter.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Kenny and seconded by Mr. Gabriels, Mr. Tessier adjourned the meeting at 11:12 a.m.

Respectfully submitted,

Charlene DiResta, Legislative Office Specialist